

Number Portability Research Addendum

Main Lines

Likelihood of Switching															Likelihood of Switching for Specific Scenarios		
Respondent #	Employee Size	Weight	Constant	Provider/Services Provided			Discount				Impact on Number					LD Co. 15% less Remains Same	
				Telecomm Co./ Telecomm Co./LD Company.													
				Local only	Local and LD	Local and LD	0% less	5% less	15% less	25% less	Remains the same for 6 mos.	Annuc. only for 6 mos.	Annuc. only for 1 year	Transfer for 6 mos.	Transfer for 1 year	4-point scale	Converted
1	0.05		2.52	0.08	0.08	-0.12	-0.72	-0.52	0.48	1.48	-0.12	0.08	0.08	-0.12	0.08	2.78	44%
2	0.49		2.12	-0.12	0.28	-0.02	-0.42	-0.12	0.28	0.68	1.28	-0.32	-0.12	-0.12	-0.72	3.68	67%
3	2.39		2.56	-0.06	0.24	-0.06	-1.56	0.84	1.44	0.84	-0.96	0.24	0.24	0.24	0.24	2.98	50%
WEIGHTED AVERAGE (by employee size)			2.40	-0.03	0.20	-0.07	-0.90	0.07	0.73	1.00	0.07	0.00	0.07	0.00	-0.13	3.09	52%

	Percent of Lines Business would Switch	Percent of Lines Business is likely to switch	Number of Lines	Number of Lines likely to be switched
	(calculated from separate regression estimates) (estimates not shown)	(adjusted for likelihood of switching)	(self-reported)	
	25%	11%	180	19.8
	100%	67%	15	10.0
	90%	45%	3	1.3
WEIGHTED AVERAGE (by employee size)	91%	48%	8.0	3.1
Average number of lines businesses have = 8.0				
Average number of lines businesses are likely to switch = 3.1				
Percent of all business lines likely to be switched = $\frac{3.1}{8.0}$ = 39%				

Model vs. Survey Comparison

Scenario	Service Provider	Services	Discount	Impact	RANDOM SAMPLE			LOW INCOME		
					Model	Survey	Variance	Model	Survey	Variance
1	Your LD Co.	All	15%	Transfer for 1 year	38%	37%	1%	34%	33%	1%
2	Your LD Co.	All	5%	Transfer for 6 mos.	26%	22%	4%	25%	22%	3%
3	Another Telecomm Co.	All	15%	Remain same	45%	48%	-3%	40%	41%	-1%
4	Another Telecomm Co.	Local & Toll	0%	Transfer for 6 mos.	10%	11%	-1%	11%	11%	0%
5	Cable TV	All	15%	Transfer for 6 mos.	28%	24%	4%	28%	26%	2%
6	Another Telecomm Co.	Local & Toll	0%	Remain same	23%	17%	6%	21%	15%	6%
7	Another Telecomm Co.	Local & Toll	15%	Annc. for 6 mos.	27%	26%	1%	26%	26%	0%
8	Cable TV	All	25%	Transfer for 1 year	36%	36%	0%	33%	32%	1%
9	Cable TV	Local & Toll	25%	Remain same	45%	44%	1%	42%	41%	1%
10	Another Telecomm Co.	All	25%	Transfer for 6 mos.	39%	37%	2%	36%	34%	2%
11	Another Telecomm Co.	Local & Toll	25%	Annc. for 1 year	34%	35%	-1%	32%	33%	-1%
12	Cable TV	All	0%	Transfer for 1 year	10%	11%	-1%	12%	11%	1%
13	Cable TV	Local & Toll	5%	Annc. for 6 mos.	15%	14%	1%	16%	15%	1%
14	Cable TV	Local & Toll	15%	Annc. for 1 year	26%	25%	1%	26%	25%	1%
15	Another Telecomm Co.	All	0%	Transfer for 1 year	16%	16%	0%	14%	12%	2%
16	Cable TV	Local & Toll	0%	Transfer for 6 mos.	9%	10%	-1%	11%	11%	0%
17	Your LD Co.	All	25%	Annc. for 6 mos.	43%	42%	1%	40%	39%	1%
18	Your LD Co.	All	0%	Annc. for 1 year	19%	18%	1%	19%	18%	1%
19	Your LD Co.	All	0%	Remain same	32%	36%	-4%	29%	34%	-5%
20	Cable TV	All	0%	Annc. for 6 mos.	10%	11%	-1%	12%	13%	-1%
21	Cable TV	Local & Toll	0%	Transfer for 1 year	10%	11%	-1%	10%	11%	-1%
22	Another Telecomm Co.	All	5%	Annc. for 1 year	21%	22%	-1%	21%	21%	0%
23	Another Telecomm Co.	Local & Toll	5%	Transfer for 1 year	17%	20%	-3%	16%	19%	-3%
24	Cable TV	All	5%	Remain same	30%	30%	0%	28%	29%	-1%
25	Another Telecomm Co.	All	0%	Annc. for 6 mos.	14%	14%	0%	14%	15%	-1%

(Percent switch scale: 4=75%, 3=50%, 2=25%, 1=0%)

ConStat, Inc.
450 Sansome Street, #1100
San Francisco, CA 94111

Project C94-659

October 28, 1994

- ☐ Left message
☐ Contacted by Phone
☐ Faxed
☐ Confirmed

Pacific Bell Number Portability
Focus Groups Screener
- RESIDENCE -

VENUES: San Francisco/Los Angeles

TIMES:	<u>Low Income</u>	<u>Higher Income</u>	<u>Location</u>
Tuesday, November 15	6:00 pm	8:00 pm	SAN FRANCISCO
Wednesday, November 16	6:00 pm	8:00 pm	LOS ANGELES

Name:	Mr. Ms. Mrs.	_____
Title:	_____	
Company:	_____	
Address:	_____	
City:	_____	State: _____ Zip: _____
Phone:	(work): () _____	(home): () _____
	(fax): () _____	

Date	Time	Recruiter

NOTE: GROUPS ARE TO BE RECRUITED & CONDUCTED ON A BLIND BASIS

Number of lines: _____

Local/toll bill: \$ _____ per month

Long distance bill: \$ _____ per month

Use:

Voice mail.....1
Call forwarding2
Call waiting.....3
Modem4
Fax5

Changed phone # or area code? YES NO

Number Portability Focus Groups
-- RESIDENCE--
-- Screening Questionnaire --

NOTE: GROUPS ARE TO BE RECRUITED & CONDUCTED ON A BLIND BASIS

INTRO: Hello, this is _____ with ConStat, a market research firm in San Francisco. May I please speak to the person in this household who is responsible for or directly involved in making decisions about your residence's local telephone service? (IF NECESSARY: This is not a sales call.)

REINTRODUCE: Hello, this is _____ with ConStat, a market research firm in San Francisco. We are conducting a study about upcoming changes in local telephone services. I am calling to extend an invitation to you to participate in a focus group.

1. Are you the person who would be responsible for decisions regarding your telephone service and company?

YES 1 | (CONTINUE)

NO 2 | (ASK FOR REFERRAL AND
DK/NA X | REINTRODUCE)

- 2a. How many people are currently in your household? (RECORD BELOW)

- 2b. We don't have to know the exact amount, but is your annual household income before taxes.... (READ CATEGORIES)

NUMBER OF PEOPLE

INCOME

One (1) 1	Less than \$15,700 1
Two 2	Between \$15,700 and \$18,400 2
Three 3	Between \$18,400 and \$22,100 3
Four 4	Between \$22,100 and \$25,800 4
More than 4 5	Or, more than \$25,800 5

DK/Refused X

(DO NOT READ)DK/Refused X | (THANK AND TERMINATE)

RECRUIT FOR LOW INCOME GROUP IF:

NUMBER OF PEOPLE IS..	AND	INCOME IS...	
1 - 2	AND	LESS THAN \$15,700	
3	AND	LESS THAN \$18,400	
4	AND	LESS THAN \$22,100	
MORE THAN 4	AND	LESS THAN \$25,800	RECORD QUOTA

3. Which company do you currently use for your local telephone service? (DO NOT READ) For long distance service? (DO NOT READ. CIRCLE ALL MENTIONS AND CONTINUE)

	LOCAL		L.D.
GTE	1	(TERMINATE)	1
Pacific Bell	2	(CONTINUE)	2
AT&T	3		3
Sprint	4		4
MCI	5		5
OTHER (SPECIFY _____)	9		9
DK/NA	X		X

4. How many telephone lines does your residence have? Please include any fax or modem lines your residence might have. (RECORD BELOW)

NUMBER OF LINES: _____ | (CONTINUE)

5. Are any of these lines used primarily for business purposes?

YES	1	(RECRUIT NO MORE THAN 2 PER GROUP)
NO	2	(CONTINUE)
DK/NA	X	

6. Approximately what is your residence's total monthly telephone bill for local telephone service (including toll)? (RECORD BELOW) For long distance service? (RECORD BELOW)

MONTHLY LOCAL/TOLL BILL: \$ _____ (RECRUIT SPREAD)

MONTHLY LONG DISTANCE BILL: \$ _____ (RECRUIT SPREAD)

7. Which of the following telecommunications products do you currently have at your residence?

	YES	NO	
Voice mail	1	2	(RECRUIT MIX OF RESIDENCES WITH AND WITHOUT THESE SERVICES)
Call forwarding	1	2	
Call waiting	1	2	
Modem	1	2	
Fax	1	2	

8. Do you or does anyone in your household work for any of the following:

A telephone/telecommunications company or consultant	1	(THANK AND TERMINATE)
An advertising or public relations agency	2	
A market research company	3	
None of the above	X	(CONTINUE)

9. When was the last time you participated in a focus group regarding telecommunications services?

Within the past six months	1	(TERMINATE)
Over six months ago	2	(CONTINUE)
Never	3	
Don't know	X	(TERMINATE)

We are conducting a focus group to hear how some potential changes in the telecommunications industry might affect your residence's local telephone services.

We are interested in a wide range of opinions and would very much like you to participate. The discussion will be held on:

	SAN FRANCISCO November, 15th	LOS ANGELES November 16th
LOW INCOME	6:00 pm	6:00 pm
HIGH INCOME	8:00 pm	8:00 pm

The discussion will last about two hours and food and refreshments will be served. In appreciation of your time and opinions, you will receive:

LOW INCOME \$40.00
HIGH INCOME \$50.00

Will you be able to attend? (IF RESPONDENT HESITATES): Your opinions are very important and we think you will enjoy the discussion.

IF YES (RECORD YY ON CONTACT SHEET AND CONTINUE)
IF NO (THANK AND TERMINATE)

Thank you. The discussion will be held at:

SAN FRANCISCO:
ConStat, Inc
450 Sansome Street, #1100
San Francisco, CA

LOS ANGELES:
Adler Weiner
11911 San Vicente Boulevard, #200
Los Angeles, CA

We will be sending you a confirmation letter and map to the facility. May I please confirm your mailing address? (RECORD ON CONTACT SHEET)

Thank you very much for your time. We look forward to seeing you on November 15th/November 16th. If for any reason you are unable to attend, please call ConStat at (415) 274-6600.

- Residence -
- Moderator's Guide -

	NOTES:
I. INTRODUCTION AND SET UP	10 - 15 MINUTES
<ul style="list-style-type: none">• We are conducting this study to determine how future changes and competition in local telephone services might affect decisions about your home's telecommunications. (BLIND STUDY)• Set-up rules:<ul style="list-style-type: none">- Need for audio-taping / video-taping- Client monitoring- Ensure full confidentiality of remarks- No right or wrong answers• Participants introduce each other:<ul style="list-style-type: none">- Number of telephone lines at your residence- Published vs. non-published numbers- Custom calling features (e.g., voice mail, call forwarding)- Size of household	
II. CURRENT TELECOMMUNICATIONS PROVIDERS	
<ul style="list-style-type: none">• Who is your current local phone company? What do they provide?• Who is your long distance company? What do they provide? (GET RESPONDENTS OWN TERMS FOR TOLL CALLS. IF NECESSARY, CLARIFY "TOLL" VS. "LOCAL")• How do these companies bill you?	
III. CURRENT USE OF TELEPHONE NUMBER(S)	10 MINUTES
<ul style="list-style-type: none">• Who calls your home phone number? How many different callers?• How many calls do you receive at home per day/week? Make at home?• How do people usually get your telephone number? (originally, in the first place)<ul style="list-style-type: none">- Directly from you- From 411/directory information- From phone book or other published sources (e.g., church or club member directories)- Other???• Where is (are) your home telephone number (s) published? Where else do they appear? (IF NECESSARY, PROBE:)<ul style="list-style-type: none">- White pages- Other directories	(DON'T DWELL)

- Address books?
- Speed dialers?
- Checks?
- Children's school records?
- Medical records?

IV. LIKELIHOOD TO SWITCH TELEPHONE NUMBER / EXPLORATION OF POTENTIAL COST DEFRAIDERS

20 - 25 MINUTES

In the future, changes may allow competition for providing local telephone service including dial tone/local and toll.

A. DISCOUNTS:

TEST COMPETITIVE OFFERS WITH NO NUMBER CHANGE

- If a company other than your current local phone company offered you _____, would you switch your local and toll service? Why? Why not?
 - > PARITY (SAME SERVICE/SAME PRICE)
 - > 10% LESS THAN LOCAL/TOLL
 - > 10% LESS THAN LOCAL/TOLL AND 10% LESS THAN LONG DISTANCE
 - > USE 20% IF NECESSARY
- Which would you prefer, a discount off of your local service? Toll service? Long distance service?

(LOCAL = Local and toll calls)

B. COMPANY/SERVICE BUNDLING

1. TEST LOCAL/TOLL ONLY FROM OTHER COMPANY

- What if a company other than your current long distance or local company offered to carry your local/toll for _____% less than your current local/toll charges? (But, company will not carry your long distance)
- What advantages/disadvantages would there be if you had your local/toll from this company?

2. TEST ALL SERVICES FROM OTHER COMPANY

- What if a company other than your current long distance or local company offered to handle all of your telephone service-- local, toll and long distance-- and your total bill was _____% less?
- What advantages/disadvantages would there be if you had all of your service from this long distance carrier?

3. TEST ALL SERVICES FROM CURRENT LONG DISTANCE COMPANY

- What if your current long distance company offered to handle all of your telephone service—local, toll and long distance—and your total bill was _____% less?
- What advantages/disadvantages would there be if you had all of your service from your long distance carrier?

4. ALL SERVICES OFFERED BY CABLE COMPANY

- Do you currently have cable television? From what company?
- What if your current cable television company offered to handle all of your telephone service—local, toll and long distance—and your total bill was _____% less?
- What advantages/disadvantages would there be if you had all of your service from your cable company?

C. INCENTIVES

- What could these companies offer you that would make you more likely to switch? (UNAIDED FIRST, THEN PROBE)
 - Free custom calling features (e.g., Call waiting)
 - Free telephone
 - Free voice mail/Message Center for 3 months
 - Free local/toll service for 3 months if you sign a 1-year contract
 - Free local/toll service for 2 months (free toll up to a reasonable amount)
 - \$100 free toll calling in any given month over the next 6 months
 - 50% off of current local and toll rates for the first year, then (10% - 20%) off after that

(FOR CABLE COMPANY)

- Premium channels free for 3 months

D. IMPACT OF NUMBER CHANGE

- What if, in order to get this savings, you had to change your telephone number? Would you still switch? Why or why not?

IF YES:

- How would you handle the change in your number? What would you expect would happen? (e.g., would you get a referral announcement?)
- IF MULTIPLE LINES: Would you switch all of your lines? Why or why not?
- IF NON-PUB: Would you switch non-published numbers? Why or why not?

IF NO:

- What can the other company do to change your mind (assuming you have to change your number)? (FIRST UNAIDED, THEN PROBE)
 - Provide a standard announcement
 - Provide a customized announcement
 - Provide call forwarding/call transfer
 - How long would you need to have this?
 - How much, if any, would you be willing to pay for this?
- If only your prefix changed, and your telephone number remained the same, would this be any easier? Why/why not?

V. EVALUATION OF SPECIFIC SCENARIOS

10 - 15 MINUTES

DISTRIBUTE QUESTIONNAIRE (~ 4 - 5 SCENARIOS)

- We have discussed various different factors that might influence whether you would be willing to switch your telephone number. This brief questionnaire puts all of these factors together to see what your reaction would be in a specific situation.

WHEN COMPLETE, SELECT ONE SCENARIO AND EVALUATE:

(IF TIME)

- How likely would you be to switch in this situation? Why? Why not?
- What company did you have in your mind as offering this service?
- What company would you prefer for local telephone service? Why?
- What other companies would you consider? (UNAIDED, THEN PROBE)
 - AT&T, MCI, Sprint
 - Metropolitan Fiber Systems (MFS), Bay Area Teleport
 - Cable & Wireless, Allnet
 - TCI, Viacom, Cablevision

VI. PAST SWITCHING EXPERIENCES

10 - 15 MINUTES

- Have you switched your long distance company before?
 - When was this?
 - How many times have you switched long distance companies?
 - Why did you switch companies?
 - What made you switch companies?
 - Did you experience any problems because of this change?
- Have you ever changed your phone number? How many times?

IF YES:

- Why did your phone number change?
- How did people find you again? (UNAIDED THEN PROBE:
 - Referral announcement
 - 411/Directory Assistance
- What did you do to let people know your new number?

- How likely are you to move?

PROBE:

- In the next year?
 - In the next 2 years?
- If you were moving, would you be more willing to switch companies and your phone number?

THANK YOU....

ConStat, Inc.
489 Sansome Street
San Francisco, CA 94111
C94-659

Number Portability Residence Survey
- Contact Sheet -
BLIND

ID# _____ (1:4)
APPROVAL:
Q. MGR: _____
DP MGR: _____
P. DIR: _____

SECOND NUMBER DIALED BELOW:

TELEPHONE NUMBER: (____) _____ (8:14)

CITY: _____

RESPONDENT NAME: _____

TIME STARTED: _____

Range (18)
Low1
Medium/High.....2

ATTEMPT RECORD				CALLBACK RECORD	
Date	Time	Result	Hardware	Date	Time
1.				Date:	Time:
2.				Date:	Time:
3.				Date:	Time:
4.				Date:	Time:

(INTRO): Hello. I'm _____ with ConStat, a national market research firm in San Francisco.

S0. Do you or anyone in your household work for a... (READ LIST)

Telecommunication or telephone service company.....1 | (TERMINATE. CODE 20)
Market research or consulting company.....2
Cable television company.....3

(DO NOT READ) NONE OF ABOVE.....0 | (CONTINUE)

May I speak to the person who is most responsible for making decisions regarding your household's telephone service? (IF NECESSARY, SAY: I am not selling anything. We are conducting an important research survey whose results might impact your telephone service.)

DM INTRO: Hello. I'm _____ with ConStat, a national marketing research company. We are conducting a study on changes in the telephone industry that are likely to impact your phone service, and are interested in your opinions to help direct these changes.

S1. Are you the person most responsible for making decisions regarding your household's telephone service?

YES.....1 | (CONTINUE)

NO.....2 | (ASK FOR REFERRAL TO DM)

S2) Just for our quota purposes, could you please tell me your age? (READ CATEGORIES IF NECESSARY: Would it be...?)

Under 18.....1 (TERMINATE. CODE 21)

18 - 242

25 - 293

30 - 344

35 - 445

45 - 546

55 - 647

65 or older.....8

RefusedX

S3) How many people are there currently in your household? (CIRCLE RESPONSE IN BOX BELOW)

S4) I don't need to know the exact amount, but could you please tell me if your combined household income before taxes is above or below \$50,000?

Above \$50,000.....1	(GO TO "C" ON TABLE) (ASK S4b) (SKIP TO S5)
Below \$50,000.....2	
DK/Refused.....X	

S4b) Is it above or below \$29,500?

Above \$29,500.....1	(GO TO "B" ON TABLE) (GO TO "A" ON TABLE) (SKIP TO S5)
Below \$29,500.....2	
DK/Refused.....X	

(CIRCLE INCOME RESPONSE IN COLUMN UNDER THE # OF PEOPLE IN HOUSEHOLD)

# PEOPLE IN HOUSEHOLD.....1	2	3	4	5	6	7	8	9	10+
Refused...XX									

HOUSEHOLD INCOME:

A) Is it...Less than \$15,700.....01	01	01	01	01	01	01	01	01	01
\$15,700 - less than \$18,400.....02	02	02	02	02	02	02	02	02	02
\$18,400 - less than \$22,100.....03	03	03	03	03	03	03	03	03	03
\$22,100 - less than \$25,800.....04	04	04	04	04	04	04	04	04	04
\$25,800 - less than \$29,500.....05	05	05	05	05	05	05	05	05	05

B) Is it...\$29,500 - less than \$33,200.....06	06	06	06	06	06	06	06	06	06
\$33,200 - less than \$36,900.....07	07	07	07	07	07	07	07	07	07
\$36,900 - less than \$40,600.....08	08	08	08	08	08	08	08	08	08
\$40,600 - less than \$44,300.....09	09	09	09	09	09	09	09	09	09
\$44,300 - less than \$50,000.....10	10	10	10	10	10	10	10	10	10

C) Is it...\$50,000 - less than \$75,000.....12	12	12	12	12	12	12	12	12	12
\$75,000 - less than \$100,000.....13	13	13	13	13	13	13	13	13	13
\$100,000 - less than \$150,000.....14	14	14	14	14	14	14	14	14	14
\$150,000 or more.....15	15	15	15	15	15	15	15	15	15

(DO NOT READ) REFUSED/NA.....XX XX XX XX XX XX XX XX XX XX

S5) How many telephone numbers does your residence have? (IF NECESSARY: Please include any second lines, business lines or fax or modem lines that you have.) (RECORD BELOW) [21]

ONE.....1	MUST HAVE ONLY ONE LINE FOR LOW INCOME QUOTA. CONTINUE
TWO.....2	
THREE.....3	
FOUR OR MORE.....4	
DK/NA.....X	

PARTICIPATION REQUEST:

We are conducting a mail survey that will explore some of the upcoming changes in the telecommunications industry. This study is very important; the changes being discussed will impact your telephone service. May I send you the survey? (ONLY IF NECESSARY: The mail questionnaire will take about 10 minutes to complete.)

Yes.....1 (RECORD NAME AND MAILING ADDRESS)
No.....2 (TRY AGAIN)

(2ND ATTEMPT):

Your answers really are important. This research may be used to determine how the rules for telephone service providers should be structured. Could you please take part?

Yes.....1 (RECORD NAME AND MAILING ADDRESS)
No.....2 (THANK AND TERMINATE) (CODE AS 60)

VERIFY:

You should receive the survey in the mail in the next few days. It will be in a large priority mail envelope. Please be sure to look for it and fill it out as soon as you receive it. Because of the important nature of this study, we will also be including a pre-paid two-day "priority mail" return envelope. May I please get your name and the address where I should send the survey?

(VERIFY/UPDATE NAME, COMPANY, ADDRESS AND ZIP CODE ON SPACE BELOW. BE SURE TO GET MR./MRS./MS. AND/OR FIRST NAME TO WHOM PACKET SHOULD BE SENT.)

WRITE LEGIBLY AND ASK FOR EXACT SPELLING.

NAME: MR./MRS./MS./MISS _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____ (22-26)

TELEPHONE #: (_____) _____ - _____

Thank you for participating in this study. There are a few more questions that I need to ask. (IF NECESSARY: So we can be sure to send you the correct version of the survey.

- 1) Is your telephone number a published or listed number? (27)
- YES.....1
NO.....2
(ONLY IF MORE THAN ONE LINE) BOTH.....3
DK/NA.....X

- 2a) Do you or any other adult in your household perform any job-related or income producing work at home? (28)

YES.....1 | (ASK Q. 2b)
NO.....2 | (SKIP TO Q. 3a)
DK/NA.....X

- 2b) Which of the following best describes the work you do at home... (ROTATE. READ LIST AND RECORD ONE) (29)

() a. You operate a business from your home.....1
() b. Telecommuting.....2
() c. You work primarily outside of the home, but
do some after hours work at home.....3
(DO NOT READ) DK/NA.....X

- 2c) Do you have a separate telephone line at home that is used only for business or work purposes? (30)

YES.....1
NO.....2
DK/NA.....X

2d) What percent of all of your household's telephone usage is for business or work purposes?

(31:28)

PERCENT BUSINESS..... %

3a) The three services we are studying are local phone service, long distance service and toll calls. Local phone service includes the local calls you make, for example across the street. It also includes the basic line charges that you pay per month for your telephone line. Which company do you currently use for local telephone service? (DO NOT READ. CIRCLE ONE RESPONSE UNDER 3a. IF PACIFIC BELL NOT MENTIONED, CLARIFY)

3b) Long distance service includes calls made across the state, for example from Los Angeles to San Francisco, out of California or out of the country. Which company do you currently use for long distance service? (DO NOT READ. CIRCLE ONE RESPONSE UNDER 3b)

3c) Toll calls, also know as "service area" or "local toll" calls, are calls within California which are further away than local calls but not as far away as long distance calls, and usually include a per minute charge.

READ RESPONSES AN EXAMPLE OF TOLL CALLS BASED ON AREA CODE OF LOCATION.

215/510/714/606/619/606:

Just to clarify, calls between Anaheim and Los Angeles, for example, would be toll calls.

209: Just to clarify, calls between Stockton and Modesto, for example, would be toll calls.

408: Just to clarify, calls between San Jose and Santa Cruz, for example, would be toll calls.

415: Just to clarify, calls between San Francisco and San Ramon, for example, would be toll calls.

510: Just to clarify, calls between Oakland and Palo Alto, for example, would be toll calls.

619: Just to clarify, calls between San Diego and El Cajon, for example, would be toll calls.

707: Just to clarify, calls between Santa Rosa and Eureka, for example, would be toll calls.

916: Just to clarify, calls between Sacramento and Redding, for example, would be toll calls.

This service is traditionally provided by local telephone companies such as Pacific Bell and GTE, but beginning in January of 1995, other companies, such as AT&T, MCI and Sprint will also be able to handle these calls. Which company do you currently use for toll service? (DO NOT READ. CIRCLE ONE RESPONSE UNDER 3c. IF PACIFIC BELL NOT MENTIONED, CLARIFY)

3a: Local service (34:35)	3b: LD/Int'l (36:37)	3c: Toll (38:39)	
PACIFIC BELL01	01	01	
GTE02	02	02	IF GTE, TERMINATE CODE 22
AT&T03	03	03	
MCI04	04	04	
SPRINT05	05	05	
OTHER (SPECIFY)99	99	99	
DK/NAXX	XX	XX	

IF PACIFIC BELL NOT MENTIONED FOR LOCAL AND/OR TOLL, READ:

Usually, a local telephone company such as Pacific Bell or GTE carries your local and toll telephone calls. Do you know if one of these companies carries your local/toll telephone service? (RECORD NEW RESPONSE)

4a. Overall, would you say you are very satisfied, somewhat satisfied, not very satisfied or not at all satisfied with Pacific Bell?

4b. And how satisfied are you with (READ LONG DISTANCE COMPANY)?

	VERY SATISFIED	SOMewhat SATISFIED	NOT VERY SATISFIED	NOT AT ALL SATISFIED	DK	
PACIFIC BELL.....	4	3	2	1	X	(40)
LONG DISTANCE TELEPHONE COMPANY.....	4	3	2	1	X	(41)

5. On average, what are your total monthly telephone charges? (NO RANGE)

TOTAL TELEPHONE CHARGES\$00 (42-46)

6. Approximately how much of that is for your ...
(RECORD DOLLAR AMOUNT. MUST ADD TO Q.5)

a. Long distance service\$00 (46-48)

b. Local calls and line charges.....\$00 (50-53)

c. Toll calls\$00 (54-57)

IF UNABLE TO SEPARATE LOCAL FROM TOLL, RECORD UNDER LOCAL. CIRCLE BELOW:

LOCAL INCLUDES TOLL.....1 (58)

7. In total, approximately how many calls does your household receive per day? (READ CATEGORIES IF NECESSARY. RECORD ONLY ONE) (59)

Less than 1 call received per day.....1
2 - 3 calls2
4 - 5 calls3
6 - 9 calls4
10 - 24 calls5
25 - 49 calls6
Over 50 calls7
(DO NOT READ) DK/NAX

8. Approximately, what proportion of all of your household's telephone calling is inbound (that is, calls that you receive) versus outbound (calls that you make)? Is it... (READ CATEGORIES AND RECORD ONLY ONE) (60)

Almost all inbound (e.g., over 90%).....1
Mostly inbound.....2
About even inbound and outbound.....3
Mostly outbound.....4
Almost all outbound (e.g., over 90%)5
(DO NOT READ) DK/NA.....X

9. Which of the following custom calling features do you currently use? (READ LIST AND RECORD RESPONSE FOR EACH)

	YES	NO	DK	
Call Waiting.....	1	2	X	(61)
Call Forwarding.....	1	2	X	(62)
Three-Way Calling.....	1	2	X	(63)
Voice mail/Message Center.....	1	2	X	(64)
Any others? (SPECIFY)				
.....	1	2	X	(65) (66-67) (68-69)

Thank you very much for your time. We will be sending you the mail survey via two-day priority mail. Please be sure to look for it and complete it as soon as possible. Because of the timing of this project, it is really important that we receive your completed survey right away. Also, it is important that you personally fill out the questionnaire. We look forward to receiving your completed survey and greatly appreciate your time and opinions.

TIME INTERVIEW COMPLETE: _____

TOTAL TIME: _____ (70-71)

December, 1994

Dear Participant:

Thank you very much for agreeing to participate in this mail survey. As we mentioned on the telephone, we are conducting research on impending changes in the telecommunications industry that will affect your local telephone service, specifically competition for local telephone services.

To help us truly understand how the issues involved with the upcoming competition for local telephone services will affect consumers, we are very interested in your opinions, *whether you are interested in changing services or not*. Your opinions will represent other consumers like you. Therefore, your assistance is extremely important. To ensure the validity of the research results, it is important that *you* complete this questionnaire, that is, the same person who agreed to on the telephone.

Enclosed you will find the survey booklet called "Telecommunications 1995 and Beyond," and a separate "Dictionary of Terms." To complete the study, please:

- Start the "Telecommunications 1995 and Beyond" survey booklet, and read through the instructions carefully in Section I.
- In Section I, you are asked to evaluate a number of different offers. Although these offers may appear to be quite similar, it is very important that you respond to each offer so that we can conduct the appropriate analysis.
- Before evaluating the offers, please read the descriptions in the "Dictionary of Terms."

When you have completed the entire survey booklet, it is critical that we have it returned to us as quickly as possible. We understand that this may be a busy time of year, but because of the timing on this project we need your completed survey right away. As soon as you have completed your survey booklet, please put it in the enclosed postage-paid return envelope stamped "Priority Mail" and drop it in the mail.

We have included \$5.00 in appreciation of your help with this study. Once again, thank you very much for participating. We sincerely appreciate your help during this busy holiday season.

Sincerely,

Chris Schmidt
Project Director

TELECOMMUNICATIONS 1995 AND BEYOND

National Research Survey

- California Edition -

v. 3B

Conducted by:

CONSTAT, INC.

450 Sansome Street, Suite 1100

San Francisco, CA 94111

SECTION 1 - COMPETITION IN LOCAL TELEPHONE SERVICE

This survey will require you to distinguish between the three different types of basic telephone service.

- Local phone service**.....= The local calls you make, for example across the street. It also includes the line charges that you pay per month for your telephone number and any other services or features, such as call waiting. This service is currently provided by local telephone companies, such as Pacific Bell or GTE.
- Long distance service**.....= Calls made across the state, for example from Los Angeles to San Francisco, out of California or out of the country. These calls usually are provided by companies like AT&T, MCI and Sprint.
- Toll calls**= Also called "service area" or "local toll" calls. Calls within California which are further away than local calls but not as far away as long distance calls, and usually include a per minute charge. This service is currently provided by local telephone companies, such as Pacific Bell or GTE.

You may already be aware of some changes in the telecommunications industry, specifically the advent of competition for toll services. In California, these changes will become official in January 1995.

Most industry experts predict that, sometime after competition for toll service occurs, competition for local phone service will also be allowed.

When this happens, a different company (other than your current local telephone company) could provide your local and toll telephone service.

The companies that might offer local service include most long distance companies (e.g., AT&T, MCI, Sprint) as well as other telecommunications companies and cable television companies.

If you switched your local and toll telephone service to a different local telephone company...

- The new company would ...
 - Provide your local and toll service, including line charges and local and toll call charges.
 - Provide any other local or line services that you are currently receiving from your current local telephone company, including features such as call waiting or calling cards.
 - Provide any new lines you need or make any changes in your service.
 - Handle any problems or repairs, including wiring currently handled by your current local telephone company.
 - No additional equipment would be necessary.
 - You would not incur any costs for switching your telephone service.
 - If desired, your telephone number would still be listed in the White Pages or with Directory Assistance (411).
 - Your long distance service would not be affected.
-

1. When competition for local and toll service occurs, how likely would you be to consider switching your telephone service from your current local telephone company if there was a 10% savings on your local and toll service, assuming there would be no costs for switching or changes to your telephone line?

Very likely to consider switching.....☐ 4 (05)
Somewhat likely to consider switching.....☐ 3
Not very likely to consider switching☐ 2
Not at all likely to consider switching☐ 1

If you have only one telephone line in your household, please go to the next page.

If you have more than one telephone line, please answer the following question.

2. If you were to consider switching your local and toll telephone service to a different company, how likely would you be to consider switching all of your telephone lines?

Very likely to consider switching all lines☐ 4 (06)
Somewhat likely☐ 3
Not very likely☐ 2
Not at all likely☐ 1

The following section of this survey contains a series of offers that companies may present to get you to switch your local and toll telephone service. Each offer will vary on the following:

COMPANY MAKING THE OFFER:

- The possibilities are:
- Your current long distance company.
 - A telecommunications company other than your current long distance or local telephone company.
 - A cable television company.

WHAT THE COMPANY WILL PROVIDE:

- The possibilities are:
- Local and toll service only. The company would provide all of the services you get from your current local telephone company— telephone lines, local calls, toll calls, features such as call waiting, etc. This company would not provide long distance service. Your long distance service would remain the same as it is now.
 - Local, toll and long distance service. The company would provide all of your telephone services, including the services you get from your current local telephone company, as well as your long distance service.

COST OF LOCAL AND TOLL SERVICE:

The offer may include a discount on local and toll service (from 0% to 25% off). If a discount is offered, the discount is for your local and toll charges only, which includes all of the services you currently get from your current local telephone company—telephone lines, local calls, toll calls, features such as call waiting, etc. This discount does not apply to your long distance service.

IMPACT ON YOUR TELEPHONE:

- The possibilities are:
- Your number remains the same.
 - Your telephone number changes and you get a referral announcement on your old number. When someone calls your old number, they hear, "*The number you have reached ...555-3245 ...has been changed. The new number is 555-7685.*" The amount of time this announcement is provided at no cost may be 6 months or 1 year.
 - Your telephone number changes and you get a referral announcement with transfer on your old number. When someone calls your old number, they hear "*The number you have reached ...555-3245 ... has been changed. The new number is 555-7685. Please hold while your call is connected.*" Then the caller is automatically transferred to your new number. The amount of time this announcement is provided at no cost may be 6 months or 1 year.

For a detailed explanation of any of these terms, please refer to the Dictionary of Terms.

TO COMPLETE THE NEXT SECTION OF THE SURVEY, PLEASE:

1. **Review each different offer individually and carefully.**
Begin with the first offer (on the next page), then evaluate each one as if it is the first offer made to you.

2. **Indicate how willing you would be to switch your local and toll telephone service.** Each offer asks only if you would consider switching your local and toll telephone service. It is not asking you to commit to actually switching, just whether you would be willing to consider the offer.

**If you have any questions about the terms used in this survey,
please refer to the Dictionary of Terms.**

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service.

You get local and toll service for the same price that you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 6 months.

(25)

[07:08]

1. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... ☐ 4

[09]

Somewhat likely..... ☐ 3

Not very likely ☐ 2

Not at all likely ☐ 1

A cable television company offers...

Local, toll and long distance service.

You get local and toll service for 5% off what you currently pay and...

Your telephone number remains the same.

(24)

[10:11]

2. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... ☐ 4

[12]

Somewhat likely..... ☐ 3

Not very likely ☐ 2

Not at all likely ☐ 1

A telecommunications company other than your current long distance or local telephone company offers...

Local and toll service only.

You get local and toll service for 5% off what you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 1 year.

(20)

[13:14]

3. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... ☐ 4

[15]

Somewhat likely..... ☐ 3

Not very likely ☐ 2

Not at all likely ☐ 1

A telecommunications company other than your current long distance or local telephone company offers...

Local, toll and long distance service.

You get local and toll service for 5% off what you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 1 year.

(22)

[16:17]

4. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... ☐ 4

[18]

Somewhat likely..... ☐ 3

Not very likely ☐ 2

Not at all likely ☐ 1

A cable television company offers...

Local and toll service only.

You get local and toll service for the same price that you currently pay and...

Your telephone number changes and you get a referral announcement with transfer on your old number for 1 year.

(21)

[19:20]

5. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... ☐ 4

[21]

Somewhat likely..... ☐ 3

Not very likely ☐ 2

Not at all likely ☐ 1

A cable television company offers...

Local, toll and long distance service.

You get local and toll service for the same price that you currently pay and...

Your telephone number changes and you get a referral announcement on your old number for 6 months.

(20)

[22:23]

6. HOW LIKELY WOULD YOU BE TO CONSIDER SWITCHING TO THIS COMPANY?

Very likely..... ☐ 4

[24]

Somewhat likely..... ☐ 3

Not very likely ☐ 2

Not at all likely ☐ 1